



Department of the Treasury

Alcohol and Tobacco Tax and Trade Bureau



Press Release

For Immediate Release
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TTB ANNOUNCES ESTABLISHMENT OF CALISTOGA VITICULTURAL AREA

Washington, D.C. – The Alcohol and Tobacco Tax and Trade Bureau (TTB) published a final rule in the Federal Register establishing the Calistoga viticultural area in Napa County, California. In this final rule, TTB addresses the effect that establishment of the viticultural area would have on existing businesses which use the term “Calistoga” in the brand name of their wines, including whether certain such brand names should be allowed to continue appearing on wine labels under a specific, limited grandfather provision.

The final rule does not provide a new grandfather provision for the continued use of labels that contain “Calistoga” in the brand name; it provides a 3-year transition period for the continued use of those brand names on wines that do not source a sufficient amount of grapes from the new viticultural area for that name to appear on wine labels.

This final rule becomes effective January 7, 2010.

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